PGA instructor Peterson brings knowledge to county

BY TODD CALLAHAN
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Don Peterson knows golf.

The long-time member of the Professional Golfers Association of America and the author of "The Original Baseball Golf Swing Method," Peterson is bringing his vast 35-years of teaching to Cherokee County.

Having operated The Swingfactory in Cumming before the property was sold for a housing development in 2005, Peterson has taken over the old Highway 92 Driving Range.

The name has changed to The Don Peterson Golf Center, but there are a lot more changes than just the name at the 14-plus acre.

"We have upgraded the balls and purchased the best new Astroturf mats available," said Peterson, who expects to have the entire complex open by Dec. 1.

In addition to adding new mats and having more than 40 hitting stalls on the driving range, the 18-hole miniature golf course has been upgraded. The Putt-N-Party Safari is an African-themed course with two ponds, a waterfall and a gazebo available for party rental.

The center also plans to expand to an 8,000 square-foot building on the property that used to house batting cages. Peterson, who is leasing the property from the Baxter family, has to get a certificate of occupancy from the county and plans to create a high-tech indoor training center that opens to the range. He plans to offer indoor video bays for customer swing feedback.

Already the center offers a smaller indoor training facility that used to be a maintenance shed. Peterson offers complete swing analysis with a launch monitor and golf-specific motion software to help the student improve his or her swing.

"We will have one of the very finest teaching facilities in Atlanta," facility manager Bryan Baxter said.

Peterson's instruction also is beneficial for nearly every player, from the weekend duffer to the beginner to PGA professionals. One of the PGA Tour pros who has benefited from Peterson's tutelage is Todd Hamilton, who won the 2004 British Open.

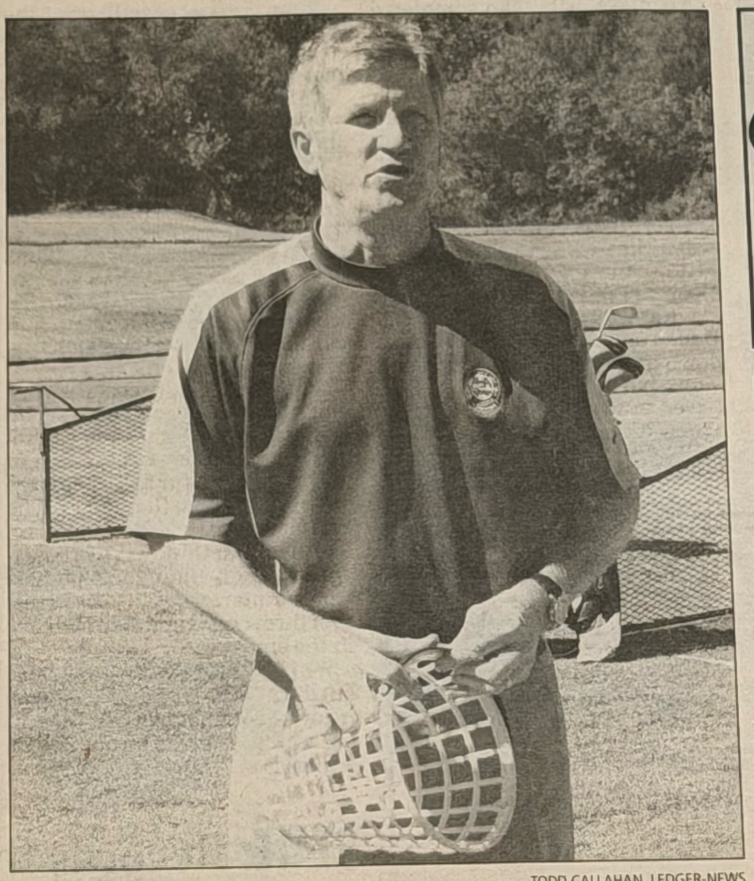
Peterson and Hamilton have held clinics in the past, and Peterson is planning on having Hamilton conduct a clinic next year when the former University of Oklahoma standout is in for The Masters.

When all the renovations are complete, Peterson plans to offer club memberships, which would allow members to use the indoor facility, get a discount on lessons and on golf balls, use the bentgrass tees on the driving range and use the putting green.

The facility also will be available for corporate outings.

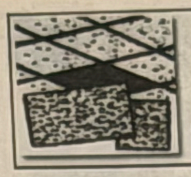
Peterson also offers junior golf clinics as well as hourly lessons. Hourly rates are $125, but the center is offering an introductory rate of $90. A 40-minute lesson begins at $90, but Peterson is offering an introductory rate of $75. He also is offering a discount on multiple sessions.

For more information contact The Swingfactory Golf School at (678) 455-9500.



TODD CALLAHAN LEDGER-NEWS

Longtime PGA professional instructor Don Peterson is opening the Don Peterson Golf Center in Woodstock. The official grand opening is expected to take place in December.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